Diwali Sales Analysis

- Understanding customer purchasing behavior during Diwali.

- Exploratory analysis of festive sales data.

- Supports data-driven decisions.

Objective

- Analyze customer demographics.

- Identify high-value customer segments.

- Understand festive buying patterns.

Dataset Overview

- Customer age, gender, state, occupation.

- Product categories and purchase amount.

- Large dataset covering multiple regions.

Gender Analysis

- Female customers dominate total sales.

- Higher average purchase value.

- Major target segment for promotions.

Age Group Analysis

- 26–35 age group are the highest buyers.
- Young professionals spend more.
- Strong gifting behavior is observed.

State-wise Analysis

- Uttar Pradesh has the highest contribution.

- Maharashtra and Karnataka follows high population and income impact sales.

Marital Status Analysis

- Married customers purchase more.

- Married women are major contributors.

- Family and household purchases dominate.

Occupation Analysis

- IT sectors are the highest buyers.

- Healthcare and Aviation follows stable income leads to higher spending.

Product Category Analysis

- Food products has highest demand.

- Clothing & Apparel are popular for gifting.

- Electronics show strong festive growth.

Key Insights

- Womens are the key buyers.

- Young adults drive festive sales.

- Urban professional segments dominate.

Business Recommendations

- Target women-centric marketing.

- Focus on 26–35 age group.

- Increase inventory in top states.

- Launch festive combo offers.

Conclusion

- Diwali sales are influenced by demographics.

- Insights help optimize marketing.

- Useful for future festive planning.